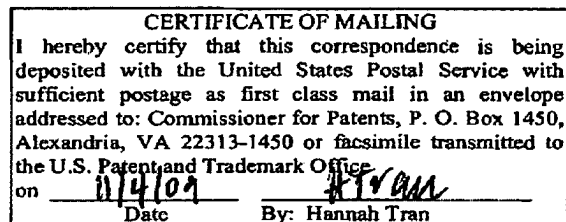


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Attorney Docket: FORT-002-002

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

IN RE PATENT  
APPLICATION OF : Matthew Roche et al.  
SERIAL NO. : 10/789,665  
FILING DATE : February 27 2004  
ART UNIT : 2159  
EXAMINER : PHAM, H.Q.  
FOR : METHOD AND SYSTEM FOR COLLECTING ONLINE MERCHANDISING  
DATA



**SUBMISSION PURSUANT TO 37 C.F.R. 1.114**  
**RESPONSIVE TO OFFICE ACTION DATED JUNE 4, 2009**

**Mail Stop RCE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This submission under 37 CFR 1.114 is being submitted together with a Request for Continued Examination, and is responsive to Final Office Action of June 4, 2009 (the "Final Office Action"), in the above-identified application. Please consider the following amendments and remarks:

**Amendments to the Claims** are reflected in the listing of claims beginning on page 2 of this paper.

**Remarks/Arguments** begin on page 10 of this paper.

11/05/2009 HMARZI1 00000037 10789665

03 FC:1202	104.00 OP
04 FC:1622	32.00 OP